

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Steven Rizzi et al.

Serial No.: 09/876,173

Filed: June 8, 2001

For: System and Method of Providing
Advertising on the Internet

Atty. Docket No.: 000479.00023

Group Art Unit: 3622

Examiner: Janvier, Jean D.

Confirmation No.: 5726

RESPONSE AND AMENDMENT

U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

In response to the non-final Office Action mailed on June 30, 2006, Applicants respond as follows:

Amendment to the Specification starts on page 2 of this paper.

Amendment to the Abstract starts on page 6 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 7 of this paper.

Amendment to the Drawings starts on page 14 of this paper.

Remarks/Arguments begin on page 15 of this paper.

An **Appendix** of the Annotated Sheet and Replacement Sheet follow page 20 of this paper.